

11-7-1985

## Interview with Janet Lee Barton-Stratton (FA 36)

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Interviewer's tape no.: 5

WKU FL, FL & OHA Accession no.: *Item 1371*

Interviewer: Sandra Jean Pomerantz

Address: 1334 State St., Apt. 2  
Bowling Green, KY 42101

Interviewee: Janet Lee Barton-Stratton

Address: 3118 Huntmaster Dr.  
Bowling Green, KY 42101

Date: November 7, 1985

Place of interview: 1334 State Street, Apt. 2, Bowling Green, KY 42101

Other people present: none

Equipment used: Sears LXI Dual Cassette Tape Recorder, Realistic Microphone

Reel-to-reel tape: Brand: Size reel: Tape Mil: Speed:

Cassette: Brand: Scotch AVX60 Studio Master Cassette C-30/C-60/C-90/C-120 (circle size)

Amount of tape used: (Side 1): 30 minutes (Side 2): 30 minutes

Brief description of interview context and tape contents:

Informant sells Mary Kay Cosmetics. In this interview she talks about how and where she stores her products and carries them to beauty shows. She also relates how she keeps track of customers and accounts, ribbons and prizes she has earned, and the area "Jamboree" for consultants in Atlanta.

INDEX	COUNTER	SUMMARY
sales - license	006 to 018	(Opening Announcement) We are not required to have a city license to sell Mary Kay. In the past year some governmental body was trying to change regulations and require us to have city permits which would have changed our tax status as well. An organization which I think is called Direct Marketing Group which lobbies to protect our rights -- Mary Kay, Amway, and others are involved with them. It's very important that we keep our independent status so we don't have to do that.
sales - theft	020 to 025	I don't think there has been any theft of my products. If it has happened I wasn't comfortable with the thought and assumed I left it home. It may have been a small item, but I don't think this has happened.
beauty products (Mary Kay)- storage	027 to 089	I keep my products in a small walk-in closet at home. Metal shelves from K-Mart. Everything has a particular place. Bottom shelf in organized containers: Mascaras -- conditioning in front, waterproof in back; blacks left, browns right; eyeliners between. Betsy's favorite place to play if door left open. Lip gloss -- pearl in front, natural in back. Blush rouges, men's items (Mr. Kay), Christmas items on this shelf. Translucent powders -- ivory, topaz. Next shelf up: #2 products for combination to oily skin. Cleansing creams on left -- four deep, and

INDEX	COUNTER	SUMMARY
beauty products (Mary Kay) -freshness  -storage	050 to 058	<p>four to five rows high. Magic masks. Freshener. Night cream. Day Radiances.-- liquid bottles take up rest of shelf; shade in order, lightest to darkest in rows. I know exactly which row is where.</p> <p>When product arrives I label month and year. Habit to assure inventory rotation. I put new product on bottom or in back to assure freshness. Three year shelf life. I don't want old items to get side-tracked. My way to doublecheck.</p> <p>Next shelf up: Everthing in Formula 1 -- Cleansing creams, masks, fresheners, night creams, Day Radiances. Day Radiance #1 -- unstackable circular pancake containers. Use white Mary Kay shipping boxes. Hold ten. Have separate for each color; labeled for identification. Moisturizers. Cleanser #3 for oily skin. Next shelf: Blushers, body lotions, hand cream, sun screen, <del>above that</del>: Body care, hair care, colognes, miscellaneous type items.</p> <p>Shelf around top of closet: non-product items -- pink plastic trays, samples, separated in containers. Compartmentalized hanging container -- disposable brushes, eyeliner brushes, disposable lip and eye defining pencils and samples, lip and eye sharpeners; things easily misplaced. Pegboard in middle of closet: Eye shadows, lip colors, eye-brow pencils, eye defining pencils. In order -- cool on one side, warm on the other, neutrals in middle. I can tell where everything is "with my eyes shut." I like to be that organized.</p>
-inventory	059 to 110	<p>I have about \$5,000 retail inventory on hand. My cost is \$2,500. That's good. Most keep about \$1,800. We can trade with other consultants if we run out of a product. As long as the value is the same. I don't like that hassle. I borrowed \$1.800 to start; gradually added to it. Good we can trade, but I don't like to. I like to help new recruits if they run out. Since my director is not in town, I feel I should help them. If they are abusive of this I remind them I'm not their warehouse.</p>
beauty shows	111 to 160	<p>I know what to take from a list given to new consultants. Never been a problem. Everyone rarely wants exactly the same things. At a show, usually four out of six get the skin care program. They have a variety of skin. Take three of each cleansing cream, night creams, three masks, four skin freshener #1, one skin freshener #2. Six sets of skin care group equally split formulas. Take extra containers for leaving small amount from my demonstration set till I can drop their order off tomorrow. Carry four moisturizers, one hand cream, one sun screen, one of each cologne, one of each body care and hair care items. They can get them</p>

INDEX	COUNTER	SUMMARY
		<p>the next day. I don't want them to wait for the basic skin care products. Try not to make them wait on glamor items. I only carry one each of "boutique" items. One each of Day Radiance shades. More dark shades for "Black" show. Two to three medium shades. Limited by space in cases. Took me awhile to develop my present system and case. Now I know exactly where everything is. Always packed the same. Take two of each mascara, four lip gloss, two rouges, two of each powder, one of each powder blusher, two of most popular, two of each eye shadow and lip color, three highlighters, one of each eyebrow pencil, two eye defining and lip liner pencils. Skin care program is main emphasis. Want everyone to get it. If they take more, great. Emphasis on skin care program, first facial. Work with glamor at second facial. Carry more skin care than glamor.</p>
	161 to 208	<p>My cases weigh over ten pounds. When I had C-section, doctor said not to lift more than ten pounds. Tom weighed them and said I'd have to wait. Product case is heavy. Two pink product cases (Mary Kay), a suitcase, briefcase, and a burgandy tote bag. This is "product accessory case." Mary Kay makes it compact with places for everything. It comes with diagram to teach how to pack it. I adapted it for a few extra things. Six mirrors in trays. Eight styrofoam trays, eight brochures, eight beauty profiles. Usually only six definite out of eight booked by hostesses show up. Pencils for filling out profile, Mary Kay "color awareness profile" for hostess, set of professional brushes, eyebrow and eye defining pencils, samples, buff brushes. Three containers for hair clips, cotton balls and cue tips, disposable brushes. Powder and blusher samples, paper cups for water, and wash cloths. Everything is in shades of pink or burgandy. I won my Mary Kay pencils for filling out some paperwork surveys.</p>
	209 to 228	<p>"Product case" is basically my tube case. Contains tubes of demonstration products: One of each of cleansing creams, mask, skin freshener, night creams, mascaras. Lip colors on one side and eye colors on the other, rouges in middle. Formula #1 Day Radiance one side, #2 on the other. Color order. Packaged for convenience and lightness. Holds about \$400 of products.</p>
	229 to 286	<p>Yellow suitcase: "I always tell them I'm not moving in." Cardboard divider holds everything in place. Cleansing creams Formula #1 on left, Formula #2 on right. Masks under moisturizers -- mask #1 and mask #2. Fresheners, cleansers #3, colognes, brushes, lip and eye sharpeners. Buckles here so nothing falls out. Fairly stable. Pouch for bags, extra</p>

INDEX	COUNTER	SUMMARY
		<p>sales tickets. Couple of Tupperware containers for liquid Day Radiances in order. Powders fit in..One for warm blushers in one, cool in the other. Mascaras in next layer, blush rouge. Warm eye shadow and lip colors, labeled. Ivories, beiges, bronzes in order. Highlighter on top. Other side has Day Radiances #2. Usually full so nothing slides. Cool eye shadows and lip colors on top. Eye pencils. Eye defining pencils on this side, lip liner pencils on the other. Here are my Formula #1 Day Radiances. Write outside how many. Some successful without organization but I need it. My own system. Might drive others nuts. I can do what I want because it's my own business. I've seen real "space cadets" who are great, so you don't have to be this organized. One of each cologne. Could use lighter suitcase itself.</p>
	287 to 320	<p>Tote bag: Pink trays for displaying products so customers see they do come in a jar, not plastic tubes. Palette trays for samples of each eye shadow and lip color to set out. Flip chart with all show instructions to keep me on track. I carry a little burgandy bag which I give away with a large skin care set. Keep all products that get set out for display. One of each product, one of each sample colognes. I don't have to unpack everything until the end of the show when I sell. Carry little cosmetic bag because I give them away. Sample of each of men's items. Plastic containers for body care and hair care. I set them out to talk about. All fit neatly. Takes about five minutes to repack without help from hostesses. Otherwise, I wouldn't know where anything was.</p>
customers -male	321 to 372	<p>Women usually buy the men's products for them. My male customers are personal friend. I'm not comfortable with meeting men on the street and selling them Mary Kay. Have always done men's facials at home with Tom present. If I went to a man's home, I would take someone else with me. There are safe ways to do it. Don't want to be seen coming from man's apartment. For my morals and marriage, I'm not comfortable doing that. Don't want situation I couldn't handle. Have taken new consultants with me to do a man's facial. I've never done a show for males and females together. I have done a couple of totally men's shows set up by wives. They are fun. Short. Just go through skin care and try colognes. Really funny. concerned with looks as they grow older. Not comfortable talking about it. Some jokes and teasing. Got more comfortable. One of my recruits has done several. I sold things to them. She's married.</p>
customers	374 to 413	<p>I have about 120 customers on the skin care program. Probably 30 not on skin care, but consistant buyers.</p>

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<p>customers -profile</p>	<p>415 to 434</p>	<p>Spend more time with skin care customers. I do follow-ups on them. Give them a month or two to persuade them to go on the skin care program. Put them in an inactive file if they don't. I will follow up if I think there is a possibility. Loyal customers on skin care. Others probably replace products at drugstore. Mary Kay's customers are most loyal in the industry. Because we show them we care. Check on them regularly. I probably have between 130 to 150 consistent customers.</p> <p>Beauty profile on each person filled out at show. Name, address, info. on skin, birthdate. All items listed on back to X what was purchased. Reorder section for me to know how to help them reorder. I keep everything they purchase on profile. They may call me and not remember exact colors or formula numbers and I know what they are. Some items are not identified without box.</p> <p>(END SIDE ONE)</p>